



THREE RINGS

THE BALLANTINE NEWSPAPER



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March 1961

BALLANTINE MEMORIAL BLOOD BANK IS DEDICATED

Story on Page 3



Solemn Moment. Ballantine President Carl W. Badenhausen gazes solemnly at plaque holding the names of employees who gave their lives in World War II. Just seconds before, Mr. Badenhausen placed a wreath beneath the plaque to climax the dedication of the Ballantine Memorial Center Essex County Blood Bank building.

PINPOINTED . . .

Up The Ladder

Promotions in the news: *Walter C. Duffy* from Assistant Merchandising Supervisor to Merchandising Supervisor, N. Y. C. Sales . . . *Michael Bonner* from Merchandising Supervisor, New England Division, to Merchandising Assistant, N. Y. C. Sales . . . *George C. Utendahl* from Bottle Salesman to District Manager, N. Y. C. Sales . . . *Donald J. McBride* from Staff 1 to Staff 11 in the Warehousing Department . . . *Robert W. Lee* from Merchandising Representative to District Sales Representative . . . *Edward J. Johnston* from Bottle Salesman to District Manager, N. Y. C. Sales . . . *Joseph A. Gionfriddo* from Relief Salesman to Bottle Salesman, Wethersfield, Conn. Branch . . . *Joseph Seymour* from Merchandising Supervisor to Route Salesman, Tillson, N. Y. Branch and *Arthur Dehardt* from Merchandising Representative to Relief Salesman, Tillson Branch.

* * *

Benevolent Dance April 8th

The Twenty-Fifth Annual Reception and Ball sponsored by the Ballantine Benevolent Association will be held on Saturday, April 8th, at the Terrace Room in Newark . . . The affair was originally scheduled for early in February but fell victim to a snowstorm . . . Tickets bearing the February 4th date will be honored.

* * *

Help When Needed

Note to those who haven't gotten around to making out their income tax return as yet: Help in solving the knottiest Federal income tax problem is no farther than the nearest telephone under the plan again adopted this year by the U. S. Internal Revenue Service . . . If you run into a problem while completing your income tax return at home, simply pick up your telephone, call the nearest Internal Revenue office, and ask for "Tax Information". . . A trained agent will be on hand during business hours to give you a quick accurate answer at all offices . . . The office nearest to you will be found listed under U. S. Government—Treasury Department.

* * *

Consolidate Offices

One of the first steps leading to the ultimate consolidation of the Yard and Warehouse Divisions was taken recently when the offices of the two divisions were merged . . . The combined offices are now located in the Plant 2 conventional warehouse.

* * *

Executive Position

John Baldwin, District Manager in N. J. Draught Sales, has been elected a Vice President of the Center Savings and Loan Association of Clifton . . . John's election took place at the annual reorganization meeting of the Association.

* * *

Four Retire

Quarter Century Club member *Andrew C. Dryburgh*, Machinist, was one of four employees who retired within the last few weeks . . . The other new retirees are *Alexander Black*, who was a bartender in the Visitors' Room; *Jacob Diehl*, who had been a Porter and Watchman at the Wethersfield, Conn. Branch; and Bottler *Edward Bebrans* . . . Our best wishes to the four for a happy retirement.

* * *

Heads Lodge

William Francis, a District Manager in N. J. Bottle Sales, has been elected Exalted Ruler of the Scotch Plains B.P.O. Elks Lodge No. 2182 . . . Bill is a charter member of the organization.

* * *

Elected President

John Hersey, Ballantine Director of Sales Manpower Development, has been elected President of the New York Metropolitan Chapter of the American Society of Training Directors . . . The election was held early this month.

* * *

Board of Education Posts

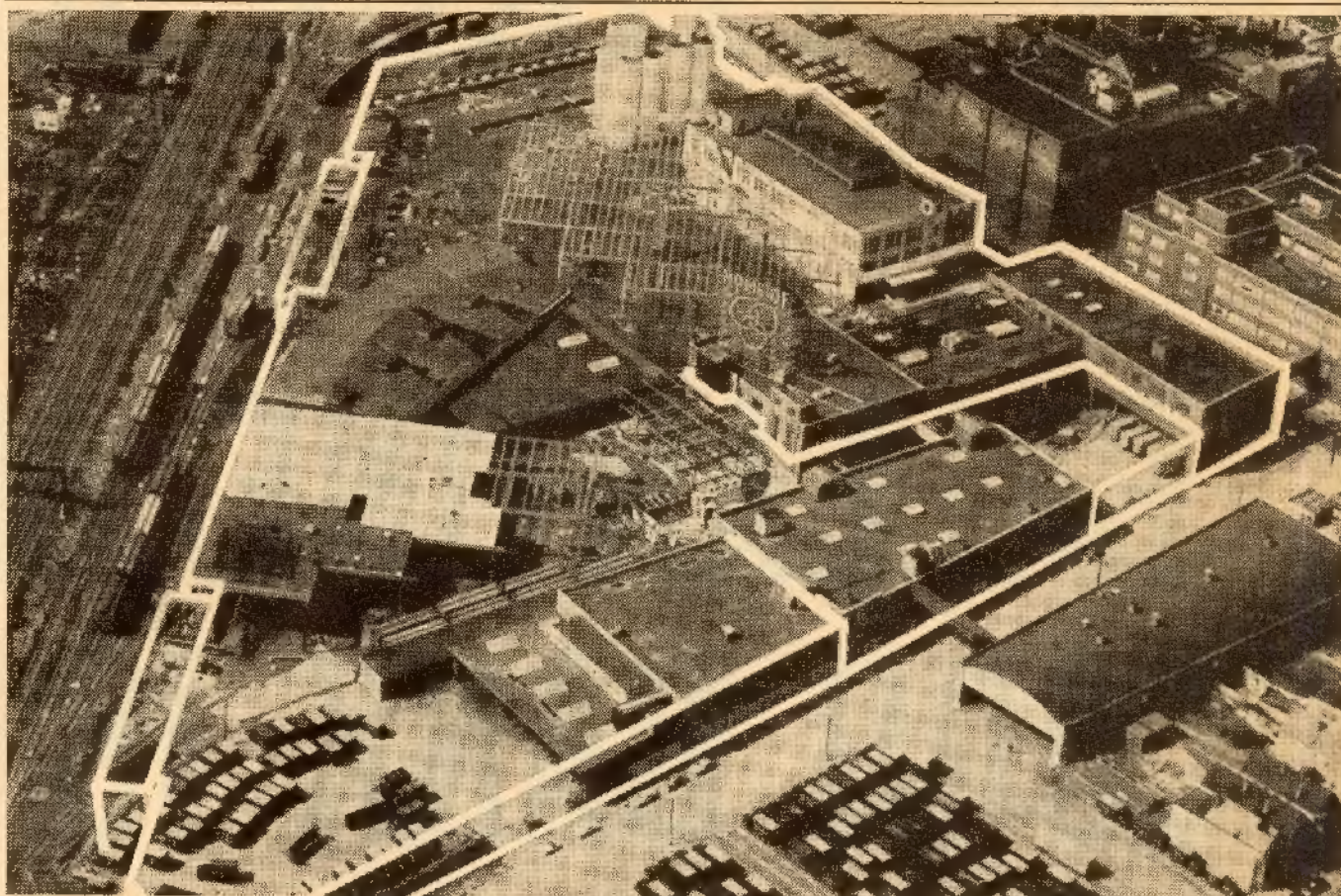
Purchasing's *Fred Messina* has been reelected President of the Shrewsbury Board of Education for the ninth straight year . . . Mr. Messina has been a Board member for 15 years . . . Transportation's *Donald A. Morrison* has been elected to a Board of Education post in the Borough of Kinnelon . . . Mr. Morrison served both as Mayor and Councilman in Madison when he lived in that community.

* * *

Helped Rouse Fire Victims

Jerome Walsh, Temporary Yardman, helped rouse the tenants of a burning house one night recently . . . Jerome was moving a truck from our Lexington Avenue lot when he spotted flames shooting out of a nearby building . . . Most of the tenants were already out of the building but Jerome ran in to awaken those that were left . . . A Can Co. employee also entered the building and carried out children.

CHANGING THE BALLANTINE SKYLINE



To give you an idea of the enormity of the Ballantine expansion program, Three Rings photographer George Moffett took a plane ride last week and snapped this aerial view. In the center of the photo you can see the first sections of what will eventually be an ultramodern packaging and warehousing plant. The plant will cover eight and a half acres and will comprise the area within the white outline.

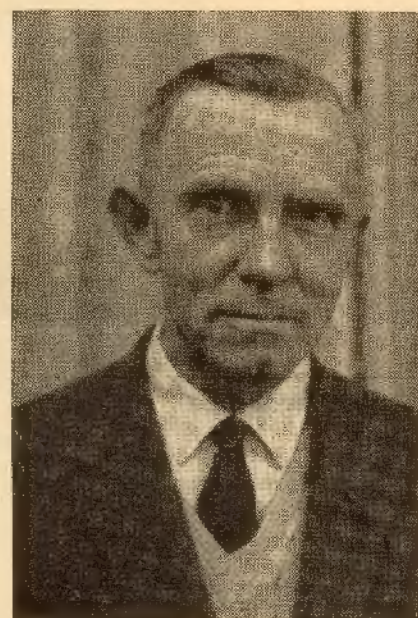
35th Anniversary For J. E. Schuck

Warehousing's Joseph E. Schuck observed his 35th anniversary with Ballantine last month. The 35-year veteran will receive his Pin at the annual Service Awards dinner in June. He heads a list of 27 employees who became eligible for Service Pins during February.

The 26 who received their Service Pins last month were:

20 Years

Anthony Bene, Delivery
Neil S. Edwards, N. J. Draught Sales
Edward J. Gumpert, Bottling
William J. Peterson, Sales Supervisor, Albany Branch
Frank Pickton, Engineering
Emil J. Postupach, Bottling



Joseph E. Schuck

10 Years

Charles H. Burkhardt, Engineering
Philip Duerr, Engineering

Michael J. Grzybowski, Brewing
Wasyk Kaczmar, Engineering
Francis A. Kenney, Chief Chemist, Technical
James M. McDade, N. Y. Bottle Sales
John W. Miele, Accounting
James H. O'Kane, Brewing
George J. Rogers, Delivery
Michael S. Scholz, Brewing
Robert R. Smith, Engineering
Michael Zagibuylo, Brewing

5 Years

Frank L. Daniels, District Sales Representative
Margaret C. Dooley, Bottling
Chester H. Elliott, Military Sales Representative
Marvin L. Fretwell, Field Supervisor, Sales, Baltimore Branch
Raymond A. Goodell, Warehousing
James B. O'Connor, N. Y. Telephone Sales
William P. Smith, Merchandising
Tina G. Thomas, Engineering

"COLONIAL BUILDING" MAKES WAY FOR PARKING



GOING-GOING-GONE—The old "Colonial Building", once the main office of the Feigenspan brewery, was demolished last month to make more room for employee parking. The building, originally located where the Plant 2 warehouse now stands, was moved before prohibition to what is now the Raymond Boulevard parking area. After repeal the structure was used by the Feigenspan Engineering and Purchasing Departments. In recent years the building had been used mostly for storage purposes. Picture at left shows building just prior to demolition. At right, all that remains is to clean up the debris. Also demolished at the same time were some old storage sheds. As soon as the weather warms up the ground will be paved like the rest of the Raymond Boulevard lot area.

Ballantine To Renew 'Sing Along' Sponsorship

With two shows in the current series still to go, Ballantine has already answered the unprecedented demand for more "Sing Alongs" with an announcement that Three Ring brews will sponsor "Sing Along With Mitch" throughout the 1961-62 season.

The news that Ballantine would renew sponsorship of the highly popular "Sing Along" TV series was released to the press recently in a letter sent by Public Relations Manager Edwin B. Fisher.

In his letter, Mr. Fisher said, "As I am sure you have been aware, Ballantine has been sponsoring 'Sing Along With Mitch' over NBC-TV on alternate Friday nights since January 27th. We have been very pleased, although not surprised, to find the critics' and general press reaction to the show most favorable.

"The astonishing thing, however, has been the viewer reaction. Never before in the many years Ballantine has been sponsoring television and radio programs have we received such a volume of mail. With five of our current series of seven programs televised, more than 10,000 people have taken the trouble

to write and say how much they liked the show. This is all the more impressive when you realize that there has been no solicitation of any kind on the program for such mail response. This has been entirely spontaneous.

"Because this has not been scheduled on a weekly basis, some viewers have assumed the shows to be 'special'. Their letters have asked us to find some way of putting on more 'Sing Alongs'. While we are happy to tell them that there are more shows during the current 13-week period, we are even happier to make the following announcement. Ballantine is now arranging to bring 'Sing Along With Mitch' to viewers on a regular weekly schedule beginning next October for the full 1961-62 TV season. The show will be seen again over NBC-TV. This, truly, is a show being put on the air by 'public demand.'"

Simple Ceremony Marks Dedication of Ballantine Memorial Center

In a simple but impressive ceremony early this month the Ballantine Memorial Center Essex County Blood Bank was dedicated in East Orange.

The dedication marked the culmination of plans to construct a "living memorial" to the twenty Ballantine employees who made the supreme sacrifice during World War II.

In a dedication address, Ballantine President Carl W. Badenhausen told of the Company's search for a suitable memorial. The search started during the war when funds were put aside for the purpose, he said, and ended when the Essex Blood Bank's need for a new home was brought to the attention of Ballantine officials.

He told the next of kin of the deceased heroes, the blood bank officers and personnel, city and state officials, and medical men gathered for the ceremony, that "There is more than steel and concrete and marble in this building. There is the heartfelt wish on the part of all of us at Ballantine to perpetuate the memory of our 20 hero dead of World War II."

He added, "We could have put up a plaque at the brewery. We could have built a monument. We could have done many cold, impersonal things. But I have long had the hope that there would be a living memorial to those who made the supreme sacrifice.

"This building is well constructed with all of the materials which go into a lasting structure. But into this construction has been added another ingredient, if I may use the term—the ingredient of hope for the future and help for the present. And so today we dedicate this building in the memory of those who gave their lives in World War II."

The plaque was unveiled by James Seymour, father of James G. Seymour, one of the twenty Ballantine employees who died in service. Mr. Seymour represented all the next of kin gathered for the solemn ceremony as he read off the names engraved on the plaque.

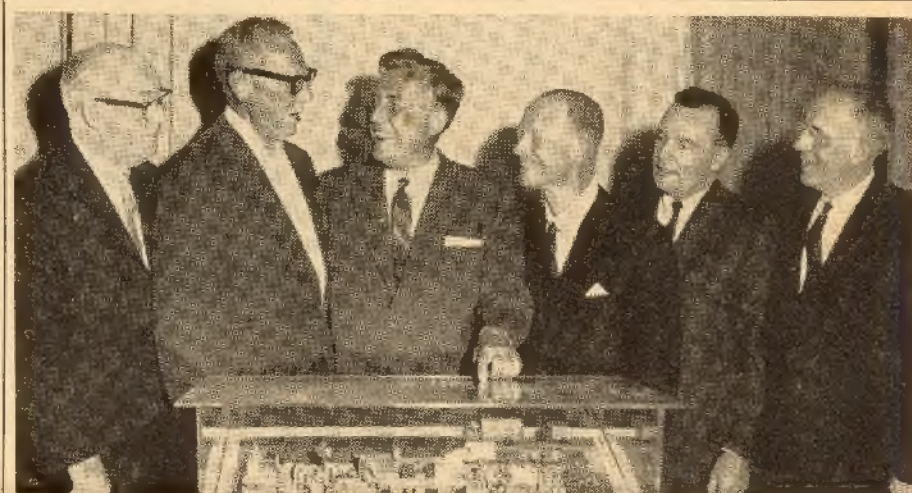
At the dedication dinner which followed the proceedings at the blood bank, Governor Robert B. Meyner headed a list of guests who praised Ballantine for making the new building possible. The Governor said, "I can't think of a more fitting memorial."

Dr. Kenneth E. Gardner, President of the blood bank, said, "We are most appreciative and grateful of the fact that P. Ballantine & Sons has seen fit to make this contribution to the blood bank and to the people of Essex County for community service."

The dinner was attended by leaders of the civic, medical and business and industrial community. Ballantine Vice President John E. Farrell, a trustee of the blood bank, made the opening remarks and introduced the toastmaster, Walter L. "Red" Barber. Other speakers and guests who were seated at the dias included Mayor James W. Kelly, Jr. of East Orange, who gave the official welcome to the community; Mrs. Jeanne Moss, Director, Essex County Board of Chosen Freeholders; George E. Connett, Essex County Chairman, American Red Cross Blood Donor Groups; Dr. Louis S. Wegryn, First Vice President, Medical Society of N. J.; and State Senator Donal C. Fox.



CENTRALLY LOCATED—This is what the outside of the Ballantine Memorial Center looks like. Centrally located at Grove Street and Sussex Avenue in East Orange, the building is one of the largest and most modern blood bank structures in the United States.



MODEL GROUP—Shown with model portraying interior features of the blood bank building are, from left, East Orange Mayor James W. Kelly, Jr., Ballantine President Carl W. Badenhausen, Governor Robert B. Meyner, "Red" Barber, Ballantine Vice President John E. Farrell and Essex County Blood Bank President Dr. Kenneth E. Gardner.

A Precious Gift

The child never saw the car coming. One minute she was playing. The next she was lying in the street, a rubber ball inches away from her outstretched hand.

Her anguished parents watched as the stretcher was rolled into the operating room. It was as if a fence had been thrown up between them and the child from whom they'd never been separated. They were on one side waiting as quietly as anxious nerves would allow. She was on the other in the mysterious world of medicine.

The doctor said little when once again the operating room doors opened. She would recover. Her injuries were not serious. She had lost a lot of blood and without the blood transfusions she had received she would be dead.

Did it really happen?

It happens every day. Only fate, luck, or whatever you call it, made it happen to someone else's family and not yours. But it could happen to you. And if it does, will the precious gift of some donor's blood be available for you?

You already know the answer. Yes, because the Ballantine employees' blood bank will provide the needed supply. Of course, the blood bank can't give what it doesn't have. And it cannot have blood unless you and your fellow employees donate it when collections are held.

We're not trying to be overly dramatic. Ask any doctor or hospital nurse and you'll hear countless stories about how suddenly a tragedy strikes. How one blood transfusion can mean a successful recovery. Or how the lack of one can mean another ending.

On April 26th and 27th a collection will be held in the Transportation Building auditorium. It will seek to replenish supplies which are now nearly exhausted. Our last collection was not as successful as ones held previously, so the need is greater than ever. Let's have some new donors at this collection. We can't ask the same employees who have given so generously in the past to meet the needs of the blood bank alone. They need your help.

Won't you sign up to contribute a precious gift. If not yours, somebody's loved one will make good use of it.



made in anticipation of the organization's 100th anniversary celebration next year.

* * *

Started in Lent

"Pretzels, beer's traditional companion, had their origin in Lent," a recent USBA Newsletter disclosed. Quoting an AP feature as the source, the Newsletter reported, "They supposedly began when early Christians, with fats, eggs and milk

with a stein of beer."

* * *

More Expensive

As of April 1st it will cost breweries about five percent more for returnable glass bottles. The last general price increase was in 1957. The announcement by the major glass companies of the higher prices came only weeks after the decision of major can manufacturers to up their prices.

THREE RINGS SPORTSCOPE



SUPERVISING FIRST—This is the Brewery Supervisors team which is the front-runner in the Flavor Division. Seated, left to right, are: Bill Donovan, Alex Stupak, and Charles Howard. Standing: Frank Meister, George Turner and Bill Walzer.

Time Now A Big Obstacle To Challengers

Eager to earn the coveted division titles, the challengers in the men's bowling league races now have another tough opponent to compete against—time.

As of this writing, only six more nights of action remain, in most divisions, before the regular season comes to a close. In some divisions this time obstacle may be difficult to overcome because the leaders enjoy more than a three or four game edge.

Briefly, this is the way the picture looked as Three Rings went to press:

Handy Division—Accounting is perched in the number one spot with the Traffic team three games behind. Personnel trails by six.

Body Division—The Bottle Drivers 7 squad has a five game lead over the second place Draught Platform contingent. Bottlers 1 is in third place, eight games out of first.

Extra Fine Division—The Laboratory 2 team has a two and a half game hold on first. Traffic Office is in second. The Draught Drivers 1 team is in third place, eight games behind the Lab squad.

Three Ring Division—Only one game separates first from second

place here. Area 2 is the leader and Plant 2 Fermenting is right behind. Third place Solid Five is eight and a half games away from the front-runner.

Purity Division—The Crisp Refresher team enjoys a full seven game hold on first place. The Bottle Drivers 1 team is in second place and Machinists 3 is in the third. The Machinists squad is a game behind the Drivers.

Ale Division—Another close contest here. The Drivers 10 team has a slim one-half game lead and there's a two-team tie for second place and another two-team tie for third. The Lucky "13" squad and Four Zone Drivers team are tied for second, while the Old Pro's and The Golfers are knotted for third. Only a game and a half separates the five teams.

Beer Division—The Brooklyn team enjoys a six game lead over the nearest challenger. The Hot Shots squad is in second and the Yard keggers in third. The Yard team is ten and a half games out of first.

Flavor Division—The Brewery Supervisors team has a three game lead. Receiving is in second place and Instrument Division is in third. The latter squad is ten games away from the leader.



IN THE RUNNING—This is the Golden Ringers team which is now holding fourth place in the Girls' Bowling League. Sitting are Linda Faimali, Lynn Pittner, Judy Everiss, and Annette Murray. Standing: Betty Blakely and Carol Kretzmer.

WCBS—Radio to Broadcast Yankee Schedule

Ballantine's 1961 major league baseball Radio-TV coverage will begin officially next month.

Three Ring brews are already airing pre-season tilts of the New York Yankees, Washington Senators and Philadelphia Phillies, but things will move into high gear when the regular season opens on April 10 for the Senators, and April 11 for the other two teams.

The American League champion Yankees will be starting their first season in an expanded (now ten teams) league, under their new manager Ralph Houk. Ballantine is adding firsts, too. This year the radio schedule will be broadcast in the metropolitan area over WCBS-Radio, both A.M. and F.M. The switch to WCBS means more fans will be able to hear the games, because the station's signal reaches a larger area, and because of the addition of F.M.

Outside the New York-New Jersey region 40 other stations will carry the Ballantine-sponsored Yankee play-by-play to fans in a six state area.

On the TV side, WPIX, N. Y., Channel 11, will again carry the games in the metropolitan area. A 127 game TV schedule is set. On weekends and holidays WDAU-TV, Scranton, Pa.; WNHC-TV, New Haven, Conn.; WTEN, Albany, N. Y.; and WKTV-TV, Utica, N. Y. will televise Yankee games.

Ballantine's Philadelphia Phillies coverage will include broadcast of the entire schedule over WFIL-Radio, Philadelphia, and extensive play-by-play reports on 21 other stations. WFIL-TV will carry 55 games and two other stations will also televise Phillies tilts.

The Senator games, 162 on radio, and 30 on TV will be broadcast over WTOP-Radio and WTOP-TV, Washington.

Pick Lanes For Final Segment of Classic Schedule

Host lanes for the third and final segment of the 1960-61 Ballantine Classic schedule were picked at a drawing held late last month.

The final round will begin on April 2nd and the sites will be as follows:

- April 2—Morris & Essex Lanes, Florham Park
- April 9—Club 300, Saddle River
- April 16—Baker Lanes, Merchantville
- April 23—Paterson Recreation Bowling Center, Paterson
- April 30—Holiday Lanes, Burlington
- May 7—Interstate Lanes, Ramsey
- May 14—Elm Lanes, Eatontown
- May 21—Echo Lanes, Mountainside

All the lanes are in New Jersey and the action is on Sunday nights starting at 8:30. Admission is free and employees are welcome to view the Classic competition. If you're looking for a seat to witness the action, make it a point to arrive at the host lanes early. Big crowds have followed the Classic throughout the season.

In The Family

Married. Joseph Federico, a Merchandising Representative in Connecticut, to Phyllis Marie Adams at a ceremony in Woodbridge, Connecticut.

Born. A son, Troy, to Mr. and Mrs. Truman Toland at Mountain-side Hospital, Montclair. Troy weighed six pounds, one ounce at birth. He joins two other children, Toni, 10 and Robert, 8 in the Toland household. Dad is Ballantine's Art Director.

Born. A daughter, Jeanne Lee, to Mr. and Mrs. Eugene W. Solwold. The new arrival weighed six pounds, six and a half ounces at birth. Dad is a District Sales Representative.

Born. A daughter, Diana Marie, to Mr. and Mrs. John Saverino. Diana joins a brother, John Richard, in the Saverino household. Dad is a

Bottle Driver.

Born. A daughter, Wendie Ann, to Mr. and Mrs. William Stottmeister. Wendie Ann weighed nine pounds, ten ounces at birth. She has a brother, Wayne. Dad is a Shift Supervisor in the Delivery Division.

Born. A son, Jeffrey Scott, to Mr. and Mrs. Richard E. Ogden. The baby weighed five pounds and a half ounce at birth. Dad is a Merchandising Representative in New York State.

Born. A son, Kevin Patrick, to Mr. and Mrs. Jack Brennan, at Muhlenberg Hospital, Plainfield. The new arrival weighed eight pounds, 12 ounces at birth. He joins a brother, Michael Sean, in the Brennan household. Dad is a Supervisor Trainee in the Warehousing Department.

Close To Home

It is with sincere regret we report the death of the following employees during recent weeks:

William McDermitt, Pensioner. Mr. McDermitt, a former Warehousing Supervisor, joined Ballantine in 1944 and retired in 1958. He lived at 204 Ardmore Avenue, Toms River.

Walter Clark, Bar Attendant. Mr. Clark joined Ballantine in 1945. He lived at 807 Kearny Avenue, Kearny.

Joseph Liskowitz, Bottler. Mr.

Liskowitz started his Ballantine career in 1937 and would have observed his 25th anniversary with the Company next May. He lived at 323 Jauncey Avenue, Lyndhurst.

Stanley Pocius, Draught Driver. Mr. Pocius started his Ballantine career in 1941. He lived at 245 Smith Street, Newark.

Edwin S. Milligan, Yardman. Mr. Milligan joined Ballantine as a Yardman in September, 1945. He lived at 43 Prince Street, Paterson.

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